

Delicious and soft milk shaved ice!
맛있고 부드러운
우유빙수! ♥



misnow
Korean Milky Snow Ice & Tea

Partnership Proposal

2024

Brand of **MIYOU** Group



#1 The First in Indonesia

Korean Milky Snow Ice & Tea



Misnow = MilkySnow

Misnow Merupakan brand yang menyajikan Es Susu Salju dan Teh berbasis susu dengan mengusung konsep dessert yang berasal dari Korea.

Misnow Menghadirkan produk Dessert yang unik & berkarakter dengan menggunakan bahan premium & berkualitas.

Hadirnya Misnow memberikan masyarakat alternatif & sensasi yang baru dalam hidangan produk dessert yang bisa dinikmati seluruh kalangan masyarakat Indonesia dengan harga terjangkau antara Rp 10.000 - Rp 25.000.

#MiSnowMakeMiHepi



Why Us?

1. Potensi Industri Market Dessert & Es yang Sangat Besar di Indonesia.
2. Misnow Hadir dengan Produk Minuman & Dessert Es Susu Salju Korea yang berbeda & berkarakter.
3. Misnow Mengusung Konsep dari Korea yang Menjadikan daya Tarik Khusus. Budaya Korea sudah Terbukti melekat & dicintai masyarakat Indonesia.
4. Harga Produk Misnow Sangat Terjangkau antara **Rp 10.000 - Rp 25.000**, dengan Produk yang berkualitas. Sehingga dapat dinikmati oleh semua kalangan.
5. Misnow adalah Brand pertama di Indonesia yang Menghadirkan Produk Milky Snow Ice & Tea dengan berbagai Topping & Variasi yang beragam.



Keunggulan Produk

빙수



misnow

Korean Milky Snow Ice & Tea

Soft & Milky

Es Yang
Sangat Lembut

Dessert dengan Porsi
Ukuran Yang Besar

Bahan Premium
yang Berkualitas

Rasa Susu yang
Milky & Berkarakter

Topping & Variasi
Menu yang
Beragam

Harga Produk Terjangkau
Rp10.000 - Rp25.000

I love you SNOW Much!
#EsSelembutSalju



#SALJUKAN Indonesia

Jadilah Yang Pertama di Lokasi Anda!

Langkah-Langkah Bermitra:

1. Pelajari Paket Kemitraan & Penjelasan Proposal dari Team Sales Kami
2. Pilih Paket Kemitraan & Transfer Booking Fee Sesuai Paket yang dipilih
[DP Mulai Dari 5Jt]

No Rekening **2533529810 BCA [Miyou Yogurt Indonesia]**

*Isi Berita [Nama & Rencana Lokasi]

*Penawaran Lokasi Dapat dibantu Tanyakan Oleh Team Kami
[Jika di Pusat Keramaian / Pusat Perbelanjaan]

3. Kirimkan Bukti Transfer [Screenshot] kepada Team Kami Dan Kwitansi akan kami Berikan

*TnC

HAK BOOKING LOKASI [FIRST COME FIRST SERVE]

[Dilihat Dari Waktu Transfer Pembayaran]

*Apabila ada 2 atau Lebih Calon Mitra yang Booking di area lokasi yang sama,
Maka akan dilihat dari Waktu Transfer Pembayaran Booking Fee

**Kesempatan Terbatas!
Booking Lokasi
Terbaik Pilihanmu!**



Our Menu

맛있고 부드러운
우유빙수! ♥

Customize Your Snow Ice! Order Steps

① Snow Ice Base



② Bowl

Regulen.

Cup



Large

Bowl



Take away



③ Toppings

Sauce

Jelly

Powder



Fruit

Jam

Cereal



#EsSelembutSalju

www.misnow.co.kr

Partnership Inquiries

02-316-9517



Simple Milky Snow Ice with 1 Sauce Topping



Milky Snow White

Original Milky Snow with Milk Sauce

₩ 15, ₩ 18, ₩ Take away 21,

Snow Taro

Taro Snow with Milk Sauce

₩ 18, ₩ 21, ₩ Take away 24,

Extra Toppings + 4k



Sauce Toppings

Chocolate Sauce
Caramel Sauce
Milk Sauce
Aren Sauce

Fruit Jam

Mango
Strawberry
Fresh Fruit
Mango
Strawberry

Powder Toppings

Milk Powder
Oreo Crumble
Latte Crumble
Cocoa Powder

Cereal Toppings

Cornflakes
Fruit Loops
Coco Crunch
Milo Cereal
(Only For Milk)

Jelly Toppings

Coffee Jelly
Clear Jelly
Brown Pearl Jelly
Cocoa Jelly

Snowpucunno Coffee

Coffee Snow with Aren Sauce

₩ 18, ₩ 21, ₩ Take away 24,

Snow Thai Tea

Thai Tea Snow with Milk Sauce

₩ 18, ₩ 21, ₩ Take away 24,

Snow Milo

Milo Snow with Choco Sauce

₩ 21, ₩ 24, ₩ Take away 27,

Delicious and soft milk shaved ice!

Our Menu

맛있고 부드러운
우유빙수!

misnow Exclusive & Limited

SeaSalt Caramel

Snow Sea Salt Caramel
The combination with caramel sauce

R 21, L 24

Sea Salt Caramel Combo
Original Milky Snow + 2x Caramel Sauce + Caramel Sauce

R 28, L 31

@SalemButSaljo
info@misnow.com
Partnership Inquiry
02-1234-5678

Strawberry Combo

Original Milky Snow + Strawberry Jam + Clear jelly + Fresh Strawberry

R 25, L 28

Triple Chocolate Combo

Original Milky Snow + Cocoa Powder + Coco Crunch + Chocolate Sauce

R 22, L 25

Thai Tea Combo

Thai Tea Snow + Brown Pearl Jelly + Clear jelly + Milk Sauce

R 25, L 28

Milky빙수 Snow Ice Signature COMBO

Lotus Combo
Original Milky Snow + Lotus Powder + Lotus Crumble + Chocolate Sauce
R 22, L 25

Oreo Combo
Original Milky Snow + Oreo Powder + Oreo Crumble + Chocolate Sauce
R 22, L 25

Coffee Combo
Coffee Snow + 2x Coffee Jelly + Aron Sauce
R 28, L 31

Taro Combo
Taro Snow + 2x Fruit Lumps + Milk Sauce
R 25, L 28

Mango Combo
Original Milky Snow + Clear jelly + Fresh Mango + Mango Jam Sauce
R 25, L 28

Milo Combo
Milo Snow + Milo Powder + Milo Caramel + Chocolate Sauce
R 28, L 31

Large Cup TakeAway + 3k

Extra Toppings + 4k

Sauce Toppings Chocolate Sauce Caramel Sauce Milk Sauce Aron Sauce	Fresh Fruit Mango Strawberry Fruit Jam Mango Strawberry	Powder Toppings Milk Powder Oreo Crumble Lotus Crumble Cocoa Powder	Cereal Toppings Cereal Flakes Fruit Lumps Coco Crunch Milo Cereal (Only for milk)	Jelly Toppings Coffee jelly Clear jelly Brown Pearl Jelly Caramel jelly
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Delicious and soft milk shaved ice!



Our Menu

맛있고 부드러운 우유빙수! ♥

Refreshing Premium Tea

Premium Tea without Milk

Yuzu Jasmine Tea
Peach Jasmine Tea
Apple Jasmine Tea
Mango Jasmine Tea

Jasmine Green Tea

R 8.

L 10.



Oolong Tea Lemonade

R 15.

L 19.



Korean Honey Yuzu Tea

R 22.

L 28.



Deep Roast Oolong Tea

R 8.

L 10.



Jasmine Green Tea Lemonade

R 15.

L 19.



Korean Honey Oolong Lemonade

R 22.

L 28.



Fresh Pure Tea Series

Jasmine Green Tea	R 8.	L 10.
Deep Roast Oolong Tea	R 8.	L 10.

Fresh Lemon Tea Series

Jasmine Green Tea Lemonade	R 15.	L 19.
Oolong Tea Lemonade	R 15.	L 19.

Premium Fruit Tea Series

Recommended Topping: Crystal Jelly *Switch Tea to Oolong (if prefer)

Apple Jasmine Tea	R 18.	L 22.
Peach Jasmine Tea	R 18.	L 22.
Yuzu Jasmine Tea	R 18.	L 22.

Fruit Tea Series

*Switch Tea to Oolong (if prefer)

Mango Jasmine Tea	R 15.	L 19.
Strawberry Jasmine Tea	R 15.	L 19.

Signature Korean Honey Citrus Tea Series

Korean Honey Yuzu Tea	R 22.	L 28.
Honey Jasmine Lemonade	R 22.	L 28.
Honey Oolong Lemonade	R 22.	L 28.

Add Toppings

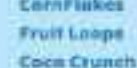
Misnow Signature Toppings



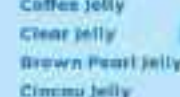
Ultimate Combo Topping



Cereal Toppings +4k



Jelly Toppings +4k



#ExSelambutSalju

Korea's Indonesia Partnership Program
081-738-8873



Delicious and soft milk shaved ice!

Our Menu

맛있고 부드러운 우유빙수! ♥



Milky Drink Series

Recommended Topping: Milky Snow Ice

Milky Oreo	R 15	L 19
Milky Taro	R 15	L 19
Milky Coffee	R 15	L 19

Milky Tea Series

Milky Chocolate	R 18	L 22
Milky Milo	R 18	L 22
Milky Mango	R 18	L 22
Milky Strawberry	R 18	L 22

Add Toppings

Recommended Topping: Brown Pearl jelly / Cincou jelly

Thai Milky Tea	R 18	L 22
Jasmine Green Milky Tea	R 18	L 22

Deep Roast Oolong Milky Tea	R 18	L 22
Ultimate Milky Tea	R 22	L 26

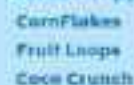
Milky Snow Ice



Ultimate Combo Topping



Cereal Toppings +4k



Jelly Toppings +4k



Aren Milky Series

Aren Milky White	R 16	L 21
Aren Milky Coffee	R 16	L 21
Aren Thai Milky Tea	R 19	L 24
Aren Jasmine Milky Tea	R 19	L 24
Aren Oolong Milky Tea	R 19	L 24

Prices listed do not include applicable taxes and are subject to Indonesian Rupiah

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Instagram: @misnow.id

Partnership Inquiries
0851 7526 8517



Delicious and soft milk shaved ice!

Outlet Concept



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Express



Minimal Space : 2 x 2 (4m²)

Booth Dimensions : 180cm x 60cm



Partnership Program

Outlet Concept



Minimal Space : 3 x 2,5 (7,5m²)

Indoor

Outlet Concept



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Minimal Space : 3 x 2,5 (7,5m²)

Outdoor

Outlet Concept



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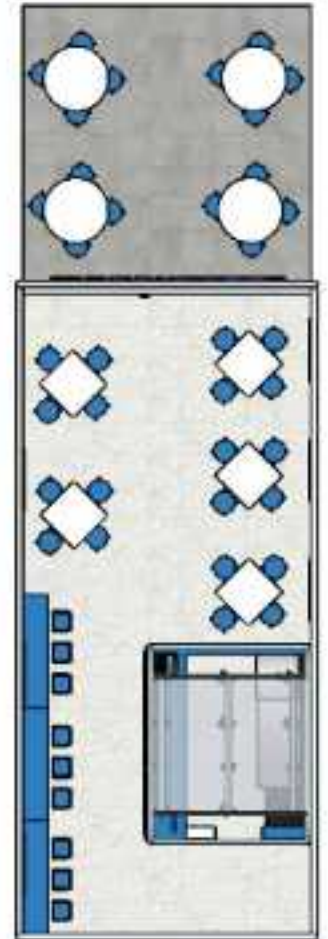


Outlet Concept

빙수



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Layout



Partnership Program



Partnership



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* Only Snow Ice Variants Available (Dessert)

Package

Express

ESTIMASI MODAL AWAL

NORMAL

SPECIAL DEALS

Partnership Fee & Training SOP (Lisensi MISNOW 5 Tahun)

Equipment (Peralatan Pembuatan Produk & Media Promosi (Menu, Banner, Flyer))

Estimasi Konstruksi Booth /Renovasi

~~Rp 50,000,000~~

Rp 35,000,000

Rp 45,000,000

Rp 35,000,000

Total Modal Investasi

Rp 115,000,000

FREE Royalty Fee (100% Keuntungan Untuk Mitra)



Partnership Package



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Korean Milky Snow Ice & Tea

Express

**Financial
Projection**

SALES SCENARIO (IN MONTH)

	LOW	MIDDLE	HIGH
Rata-Rata Penjualan Per Hari	65	95	125
Rata-Rata Nominal Per Porsi	Rp 20,000	Rp 20,000	Rp 20,000
Jumlah Hari Dalam Per Bulan	30	30	30
Total Penjualan (Harian)	Rp 1,300,000	Rp 1,900,000	Rp 2,500,000
Total Penjualan (Bulanan)	Rp 39,000,000	Rp 57,000,000	Rp 75,000,000
Harga Pokok Penjualan (Food Cost)	Rp 17,550,000	Rp 25,650,000	Rp 33,750,000
Gross Profit	Rp 21,450,000	Rp 31,350,000	Rp 41,250,000

OPERATIONAL COST

	2 STAFF	3 STAFF	3 STAFF
Gaji Karyawan	Rp 6,000,000	Rp 9,000,000	Rp 9,000,000
Sewa Tempat	Rp 5,500,000	Rp 5,500,000	Rp 5,500,000
Listrik & Air	Rp 1,250,000	Rp 1,500,000	Rp 1,750,000
Internet	Rp 250,000	Rp 250,000	Rp 250,000
Others	Rp 500,000	Rp 500,000	Rp 500,000
Total Biaya Operasional	Rp 13,500,000	Rp 16,750,000	Rp 17,000,000
Profit	Rp 7,950,000	Rp 14,600,000	Rp 24,250,000
Return of Investment (Bulan)	14,5	7,9	4,7

*Skema perhitungan diatas adalah estimasi yang bersifat tidak mutlak. Perhitungan dapat berubah sesuai dengan situasi pada setiap outlet



Partnership Package



* Full Menu Available (Dessert & Beverages)

ESTIMASI MODAL AWAL

NORMAL

SPECIAL DEALS

Partnership Fee & Training SOP (Lisensi MISNOW 5 Tahun)	Rp 60,000,000	Rp40,000,000
Equipment (Peralatan Pembuatan Produk & Media Promosi (Menu, Banner, Flyer))		Rp 50,000,000
Estimasi Konstruksi Booth /Renovasi		Rp50,000,000
Gadget + Tablet		Rp 5,000,000
Total Modal Investasi		Rp 145,000,000

FREE Royalty Fee (100% Keuntungan Untuk Mitra)

SALES SCENARIO (IN MONTH)

	LOW	MIDDLE	HIGH
Rata-Rata Penjualan Per Hari	95	135	175
Rata-Rata Nominal Per Porsi	Rp 20,000	Rp 20,000	Rp 20,000
Jumlah Hari Dalam Per Bulan	30	30	30
Total Penjualan (Harian)	Rp 1,900,000	Rp 2,700,000	Rp 3,500,000
Total Penjualan (Bulanan)	Rp 57,000,000	Rp 81,000,000	Rp 105,000,000
Harga Pokok Penjualan (Food Cost)	Rp 25,650,000	Rp 36,450,000	Rp 47,250,000
Gross Profit	Rp 31,350,000	Rp 44,550,000	Rp 57,750,000

OPERATIONAL COST

	3 STAFF	3 STAFF	4 STAFF
Gaji Karyawan	Rp 9,000,000	Rp 9,000,000	Rp 12,000,000
Sewa Tempat	Rp 9,000,000	Rp 9,000,000	Rp 9,000,000
Listrik & Air	Rp 1,500,000	Rp 1,750,000	Rp 2,000,000
Internet	Rp 250,000	Rp 250,000	Rp 250,000
Others	Rp 500,000	Rp 500,000	Rp 500,000
Total Biaya Operasional	Rp 20,250,000	Rp 20,500,000	Rp 23,750,000
Profit	Rp 11,100,000	Rp 24,050,000	Rp 34,000,000
Return of Investment (Bulan)	13,1	6,0	4,3

*Skema perhitungan diatas adalah estimasi yang bersifat tidak mutlak. Perhitungan dapat berubah sesuai dengan situasi pada setiap outlet



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Financial Projection



Partnership Package Signature



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- * Middle-High End Mall / Cafe Concept
- * GET 2 Snow Ice Machine
- * Full Menu Available (Dessert & Beverages)

ESTIMASI MODAL AWAL

NORMAL

SPECIAL DEALS

Partnership Fee & Training SOP (Lisensi MISNOW 5 Tahun)	Rp 80,000,000	Rp 50,000,000
Equipment (Peralatan Pembuatan Produk & Media Promosi (Menu, Banner, Flyer))		Rp 60,000,000
Estimasi Konstruksi Booth /Renovasi		Rp 80,000,000
Gadget + Tablet		Rp 5,000,000
Total Modal Investasi		Rp 195,000,000

FREE Royalty Fee (100% Keuntungan Untuk Mitra)





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Korean Milky Snow Ice & Tea
Signature

Financial Projection

SALES SCENARIO (IN MONTH)

	LOW	MIDDLE	HIGH
Rata-Rata Penjualan Per Hari	125	150	200
Rata-Rata Nominal Per Porsi	Rp 20,000	Rp 20,000	Rp 20,000
Jumlah Hari Dalam Per Bulan	30	30	30
Total Penjualan (Harian)	Rp 2,500,000	Rp 3,000,000	Rp 4,000,000
Total Penjualan (Bulanan)	Rp 75,000,000	Rp 90,000,000	Rp 120,000,000
Harga Pokok Penjualan (Food Cost)	Rp 33,750,000	Rp 40,500,000	Rp 54,000,000
Gross Profit	Rp 41,250,000	Rp 49,500,000	Rp 66,000,000

OPERATIONAL COST

	4 STAFF	4 STAFF	5 STAFF
Gaji Karyawan	Rp 12,000,000	Rp 12,000,000	Rp 15,000,000
Sewa Tempat	Rp 12,500,000	Rp 12,500,000	Rp 12,500,000
Listrik & Air	Rp 1,500,000	Rp 1,750,000	Rp 2,000,000
Internet	Rp 250,000	Rp 250,000	Rp 250,000
Others	Rp 500,000	Rp 500,000	Rp 500,000
Total Biaya Operasional	Rp 26,750,000	Rp 27,000,000	Rp 30,250,000
Profit	Rp 14,500,000	Rp 22,500,000	Rp 35,750,000
Return of Investment (Bulan)	13,4	8,7	5,5

*Skema perhitungan diatas adalah estimasi yang bersifat tidak mutlak. Perhitungan dapat berubah sesuai dengan situasi pada setiap outlet

Partnership Steps



Hubungi tim
Misnow



Cek lokasi yang
kamu mau



DP 10 jt untuk
book lokasi



Menentukan tanggal
opening dan jadwal
training



Pembukaan



Training



Persiapan 10-14
hari kerja



Menandatangani
perjanjian dan
pelunasan

Proses Alur Pembayaran

- * DP 10 jt (Untuk Mengikat Lokasi)
- * TTD Surat Perjanjian Pelunasan (Sebelum Training)
- * Training di Outlet Pusat Misnow

Contact Us

Franchise Inquiry

Ruko the Element, Jl. Jalur Sutra 25 BC,
Blok C No.11, Pakualam, Serpong Utara,
Tangerang Selatan, Banten 15143

빙수
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Korean Milky Snow Ice & Tea



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Scan Here!





고맙습니다
Thank You!

